

Job Description

Role: Project Marketing Manager

Location: San Francisco, CA

Description of Role

Responsible for the planning, creation, implementation, and management of marketing and sales campaigns for new residential developments. The Project Marketing Manager works closely with our developer clients from project inception (design, branding, positioning) through sellout. The Project Marketing Manager is accountable for driving sales results that are aligned with client goals.

Competencies

- Comprehensive knowledge of marketing and sales process. Branding experience a plus.
- Experience marketing high-end, highly-amenitized residential developments in urban settings.
- Ability to manage multiple projects and clients simultaneously.
- Superior verbal and written communication skills. Experience in client facing roles.
- Proven leadership and team-building skills.
- Comfort operating in a self-directed, autonomous manner.
- Commitment to the highest standards of professionalism and ethical behavior.
- Confidence, experience, and maturity to handle challenging situations.
- Innovative thinker.
- Experience and/or desire to work in a dynamic and growing environment.

Responsibilities

- Manage marketing and sales campaigns across multiple residential developments and across core Western United States markets.
- Manage all sales and marketing related project costs.
- Contribute to predevelopment design efforts. Ability to critique floor plans, amenities, and design a plus.
- Provide market driven direction and feedback to enhance positioning and branding of new residential projects.
- Responsible for the development, implementation, and management of key marketing and sales deliverables including but not limited to:
 - Marketing and sales plans, including budgets and timelines.
 - Advertising campaigns, promotional events, broker outreach, buyer retention campaigns, referral programs, and social media
 - Marketing collateral and tools including brochures, website, stationery and signage
 - Design, setup, and operation of onsite project Sales Centers
 - Model home programs, including design and ongoing management
 - Manage third party vendors required to create and implement marketing and sales deliverables.
 - Conduct ongoing competitive analysis. As necessary, make actionable recommendations to enhance marketing and sales programs.
 - Partner with sales teams to implement and monitor success of marketing and sales campaigns.

Desired Skills & Experience

- BA/BS in marketing or related field required. MBA a plus.
- Minimum 6 years marketing experience, ideally with an emphasis in residential real estate
- Proficient in Microsoft Office, Excel, Word and Outlook. Experience with marketing database software a plus.
- Ability and willingness to travel on a monthly basis

About The Mark Company

The Mark Company provides a full range of core consulting services including analytics, design, marketing and sales for urban high-rises and suburban attached properties throughout the Western United States. We are a trusted partner to leading residential developers and financial institutions. Since 1997, we have sold more than 10,000 residences and generated over \$5 billion in sales for some of the nation's most notable and successful developments. For more information about The Mark Company, please visit www.themarkcompany.com.